

Chapter 2. Adopt-A-Highway Signs

PURPOSE

Caltrans recognizes donations made through the Adopt-A-Highway Program by identifying contributors with Adopt-Highway courtesy signs. Although there is advertising value inherent in the recognition panels, they are not intended to be an advertising medium. Their purpose is to recognize who is providing the adoption service, not what they do, what products they sell, or where they are located. The Adopt-A-Highway Program and its courtesy signs are not a forum for advertisement or public discourse.

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Courtesy signs also alert motorists and the California Highway Patrol that workers may be present. And, courtesy signs are the primary means of informing the public about the existence of the Adopt-A-Highway Program.

DESCRIPTION/ORDERING OF SIGNS

Adopt-A-Highway courtesy signs consist of four components: an Adopt-A-Highway logo, a base sign, an icon depicting the adoption-type, and a recognition panel. The signs are available in two sizes. Sign components are manufactured with predrilled bolt holes. Courtesy signs ship with the Adopt-A-Highway logo riveted to the base sign. The words, Volunteer/Sponsor Call 1-866-ADOPTAHWY, are preprinted on base signs.* When a site is adopted, the recognition panel is attached as an “overlay” that covers the preprinted text.

Ordering Sign Components

Courtesy sign components are ordered by part number from the Caltrans Sacramento warehouse. Emergency orders can be purchased directly from the Caltrans-contracted sign manufacturer. Replacement logos, base signs, panels, and icons may be ordered individually. Illustrations of sign components are shown at the end of this chapter.

* Prior to 2005, the preprinted text read, For Information Call 1-866-ADOPTAHWY.



DETERMINING SIZE AND LOCATION OF SIGNS

Courtesy signs are to be placed near the beginning of each adoption site on the right shoulder. The exact location of courtesy signs will be determined by each District's Division of Traffic Operations.

The larger signs are to be used on freeways. The smaller signs are to be used on conventional highways (two-lane or those with traffic controls), scenic highways, and in park and rides. If an adoption site encompasses more than one type of highway, the road type where the sign is placed will determine the sign's size.

If signs are to be placed within a state park or recreation area, Districts should coordinate sign size and location with the regional office of the Department of Parks and Recreation. Communities which request smaller signs should be accommodated.

Groups With Adjacent Segments

Beginning November, 2004, Adopt-A-Highway sign policy was revised to allow courtesy signs for multiple, contiguous segments held by one permittee. However, District AAH Coordinators must request that Permittees relinquish one of the consecutive segments at the end of their permit period *if* a waiting list for either section has become established.

Single Segments Over Two Miles in Length

Groups cleaning only vista points and turnouts in sections over two miles in length will still receive just one sign per direction.

More Than One Adoption Type at the Same Location

In cases where a single group has multiple adoption types in the same segment, two adoption-type icons shall be displayed on a single sign. If two separate groups have different adoption types at the same location and the adoption is not shared, then two separate signs will be installed.

Two panels on a single base sign or two base signs on a single post are not permitted.

The exact location of courtesy signs will be determined by each District's Division of Traffic Operations.



COST OF SIGNS

Courtesy signs will be provided, installed, and maintained by Caltrans for each project at no cost to the adopter. However, adopters may incur some cost for the artwork to be displayed on the recognition panel.

Standard Panels: Caltrans will provide standard recognition panels (reflective white background with non-reflective black lettering) at no cost to the adopter.

Standard Recognition Panels with Logos: Organizational or corporate logos can be added to a standard panel, but the logo must be provided by the adopter at their own cost.

Custom Recognition Panels: Adopters must provide artwork for nonstandard recognition panels at their own cost. Custom panel elements can be supplied as pressure-sensitive adhesive art to be applied by Caltrans, or, a completed panel can be supplied. Caltrans will supply blank recognition panels at no cost to participants who choose the latter option.

Organizational or corporate logos can be added to a standard panel, but the logo must be provided by the adopter at their own cost.

INSTALLATION OF SIGNS AND PANELS

The maximum time from the issuance of an Adopt-A-Highway encroachment permit to installation of a courtesy sign and/or recognition panel should not exceed 30 days. Old-style, Adopt-A-Highway courtesy signs must be replaced with new-style signs upon issuance of new encroachment permits.

Adopt-A-Highway courtesy signs shall only be installed by the Department's personnel. District Adopt-A-Highway Coordinators are responsible for submitting sign installation orders to the District Traffic Operations Division. Both District Adopt-A-Highway Coordinators and Maintenance Supervisors can submit requests for recognition panel repair or replacement orders. Work orders for recognition panels need not be submitted to Traffic Operations.

Mandatory Replacement of Recognition Panels by Contractors

Recognition panels are usually installed by Department personnel, however, Districts may allow contractors to install panels. In addition, if a District is unable to install panels within 30 days, Districts



must allow the Permittee's contractor to install them provided it is safe to do so. Permission for panel installation must be requested via the Adopt-A-Highway Permit Application. Permission is authorized via the Contractor's Encroachment Permit. It is the District Adopt-A-Highway Coordinator's responsibility (through consultation with the Maintenance Supervisor) to make sure that location of the sign is suitable for panel replacement by a contractor **before** forwarding the application to Permits. Requirements for suitability are:

- Contractors may only install panels on the new-style, single post AAH signs.
- The panel replacement must take less than 10 minutes to complete.
- Work shall not be performed on or within six feet of any traffic lane. Work vehicles must be parked a minimum of six feet from any traffic lane.

Additional rules regarding the installation of panels by contractors are given in the *Recognition Panel Installation* handout. A copy of this handout is located at the end of this chapter. Contractors who fail to comply with these rules will no longer be permitted to install panels in the District where the violation occurred.

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MAINTENANCE OF SIGNS AND PANELS

Anytime a non-compliant panel is replaced it must be replaced with a corrected panel.

Installing Panels for New Adoptions

Recognition panels for new adopters shall not be installed until the volunteer group leader or the contractor's crew leader has attended a safety orientation at Caltrans.

Changing a Recognition Panel During a Permit Period

A recognition panel may not be changed during a permit period unless it is damaged, stolen, or does not match the approved design. Adopters wishing to change their panel should do so when they renew their permit.



Replacement of Non-Complaint Recognition Panels

Depending on the severity of the infraction, District Adopt-A-Highway Coordinators may require immediate replacement of non-compliant recognition panels. If immediate replacement is not required, non-compliant panels shall be replaced when the Permittee applies for a new encroachment permit.

Damaged or Stolen Panels

It is important that damaged or missing sign components be replaced or repaired as soon as possible. This includes removing graffiti and replacing signs lost during construction. Caltrans will replace damaged custom panels with standard panels at no cost to the adopter, or, the adopter can provide new custom panels. Replacement panels, provided by the adopter, will be installed at no cost. Replacement panels should bear the same design as was originally approved by the AAH Coordinator unless it was non-compliant with panel rules.

It is important that damaged or missing sign components be replaced or repaired as soon as possible.

Signs on Sites Under Construction

Encroachment permits must be suspended if more than 50 percent of an adopted area will be undergoing construction. The entire Adopt-A-Highway sign should be removed and stored by Caltrans and then reinstalled upon completion of the project.

If 50 percent or less of an adopted area will be undergoing construction, then the adopter can continue to work in the unaffected area. In this case, it may be necessary to relocate the courtesy sign for the duration of the construction.

Repeated Vandalism

If an adopter's sign is vandalized more than three times during a single permit period or five times during the group's participation, District Adopt-A-Highway Coordinators may ask the group to replace the damaged or missing sign components at their own cost.

Signs at Available Adoption Sites

Litter Removal Sites: Courtesy signs for litter removal adoptions should remain in place once installed. When a site becomes available, the recognition panel should be removed within 15 days of the permit's expiration date. If the base sign is not preprinted with the toll-free Adopt-A-Highway telephone number, then an overlay panel



with the words, Volunteer/Sponsor Call 1-866-ADOPTAHWY, must be installed on the courtesy sign until the area becomes adopted. Former participants may be given the custom or State-produced panels in recognition of their efforts.

Non-Litter Sites: The entire courtesy sign assembly must be removed from vacant non-litter sites. Variations to this sign-removal policy must be submitted, in writing, to the Statewide Adopt-A-Highway Coordinator for approval and inclusion in the *District Policy* chapter of these *Guidelines*.

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RECOGNITION PANEL RULES

All panel elements must be reviewed and approved by the District Adopt-A-Highway Coordinator. In all circumstances, the content of recognition panel elements is solely determined by Caltrans. Coordinators should provide alternative suggestions when rejecting a sponsor's submitted text or design. A worksheet for designing AAH panels is available to prospective adopters on the AAH Internet site. A copy is located at the end of this chapter.

Adopters choosing to provide a custom panel must submit an accurate, scaled, and colored proof of their panel design to the District Adopt-A-Highway Coordinator prior to its manufacture. Coordinators must review the finished custom panel (or pressure-sensitive adhesive artwork) before it is installed to make sure no changes have been made to the approved design.

Acceptable Recognition Panel Contents

Recognition panel elements are limited to the **name, logo, or both** of an adopter. Names must be the same "Organization/Business Name" entered on the Adopt-A-Highway Permit Application. Limited exceptions to this rule are described in detail later in this chapter. They are:

- Parent companies and subsidiaries.
- Businesses displaying only their logo.
- Shared adoptions.

Recognition panel elements are limited to the name, logo, or both of an adopter.



The following items are not permitted on panels:

- Telephone or fax numbers, street, e-mail or Internet addresses, Ham Radio i.d.'s, directions, or exit ramps.
- Product names, photographs, political campaigning, or slogans.
- Graphics (lines and shapes) that are not part of an official logo.
- Messages, lights, symbols, and trademarks that resemble any official traffic control device.
- Light-emitting diodes, luminous tubing, fiber optics, luminescent panels or other flashing, moving, or animated features.

Limited exceptions to this rule are described in detail later in this chapter. They are:

- Addition of a community or street name.
- Business names that include products.
- Internet and Telephone entities.

Lettering Size

Letters for the group's name on the small panel must be a minimum of 2 inches high. Letters for the group's name on the large panel must be a minimum of 3 inches high. Larger lettering is permissible and highly recommended. There is no recommended maximum lettering size, however, lettering must not enter the white margin area. Caltrans recognizes that it may be impossible for graphical logos to be enlarged to the point where the lettering within the logo meets the minimum height requirement. Exceptions for the height of lettering within logos can be made by District Adopt-A-Highway Coordinators.

Larger lettering is permissible and highly recommended.

Lettering Style

Beginning April 1, 2006, custom type styles for displaying a group's name will no longer be permitted. All new panels must use the Standard Highway Signs alphabet series, or similar sans-serif fonts. Existing non-compliant panels may remain in place for the duration of the permit period. Non-compliant panels must be replaced when a permit is renewed or when a panel is replaced during a permit period. This font rule does not apply to logos. Colored lettering is still permitted.



Panel Margins

Margins on the small and large panels must be a minimum of 1 and 2 inches, respectively.

Logos

Logos on a small panel must be between 8 inches and 13 inches in height. Logos on a large panel must be between 12 inches and 17 inches in height. Logos must fit inside the white margins. Logos supplied to Caltrans for placement on standard recognition panels must have pressure-sensitive, adhesive backing. Logos must fit inside the white margins of the panels image area.

Use of Color on Panels

Logos and lettering on recognition panels may include the tasteful use of colors. However, the following restrictions apply:

- Recognition panels shall have a white background comprising 50% of the panel. White lettering, even if cut out (and therefore reflective), may not be counted as part of the background.
- The use of red, orange, or yellow (or any combination thereof) for logos and lettering shall not exceed 30% of the entire panel area.
- Fluorescent, neon, reflective, or ‘dayglow’ colors are prohibited.

Logos that consist of light-colored lettering on solid, dark-colored backgrounds are permitted. However, adopters must be warned that such logos will not be visible at night. If acceptable to the adopter, Caltrans will permit altering of the logo to “cut out” the logo’s lettering and design elements so the panel’s reflective surface will show through.

However, adopters must be warned that such logos will not be visible at night.



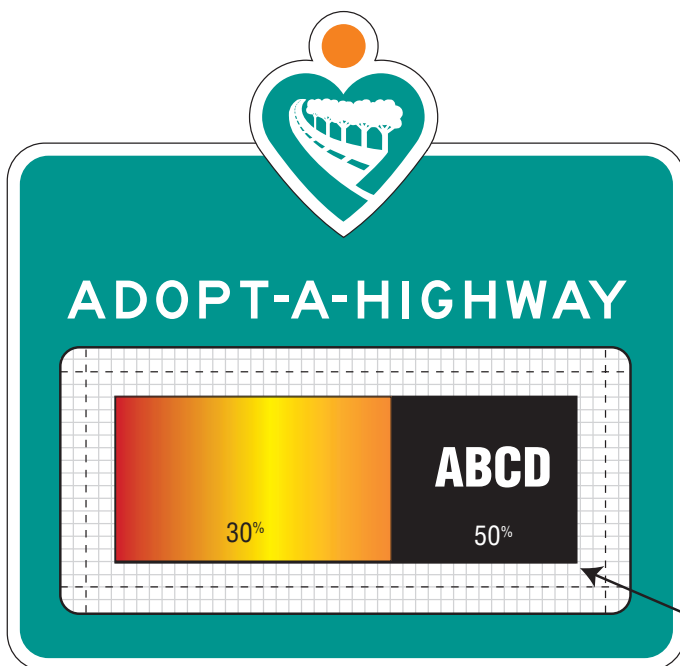
Acceptable, but not visible at night.



Recommended Alternative



RECOGNITION PANEL IMAGE GUIDE



Large Panel

45" x 21" (945 sq. in.)

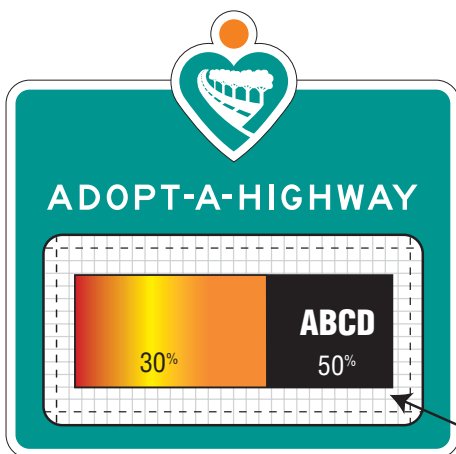
2" margin is required

Image area is 41" x 17"

A maximum of 50% solid color (472.5 sq. in.) is permitted of which no more than 30% (283.5 sq. in.) can be red, yellow, orange, or any combination thereof.

Minimum Letter Size is 3"

Image area dimensions are 13" x 36.5." White margins are 4" on the top and bottom and 4.25" on the right and left.



Small Panel

30" x 15" (450 sq. in.)

1" margin is required

Image area is 28" x 13"

A maximum of 50% solid color (225 sq. in.) is permitted of which no more than 30% (135 sq. in.) can be red, yellow, orange, or any combination thereof.

Minimum Letter Size is 2"

Image area dimensions are 9" x 25." White margins are 3" on the top and bottom and 2.5" on the right and left.



Legibility and Safety

Panels that are difficult to read may distract drivers. Coordinators should not approve illegible signs even if the content and color are otherwise acceptable. Reducing the proposed recognition panel design to 1/2” in height will help to determine whether or not the logo and lettering will be legible to passing motorists.



PANEL RULES FOR INDIVIDUALS

Individuals Not Associated with a Business or Organization

Individuals are not permitted to use logos or graphics on their panels.



Acceptable



Not Acceptable



Not Acceptable

Brokers and Agents

Because of the unique nature of their businesses, commodities brokers, real estate agents, and insurance agents may display the *logo* of the corporation they represent. However, the panel *wording* can recognize the individual or their business, but not both.



Acceptable



Not Acceptable



Acceptable

Professional Titles

Abbreviations of academic degrees, such as D.D.S or Ph.D., are acceptable. The panel *wording* can recognize the individual or their business, but not both.



Acceptable



Not Acceptable

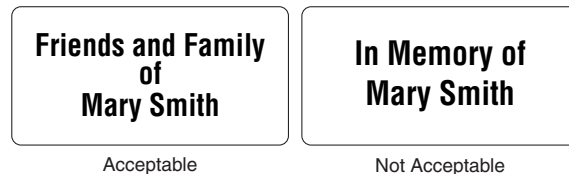


Acceptable



Memorials*

Memorial panels are not permitted because the sign must recognize the person(s) making the contribution. However, “Friends of Mary Jones” or “Family of Mary Jones” would be acceptable.



Political Candidates, Elected Officials, and Appointed Officials

Panels for elected officials, appointed officials, or political candidates may not reference the office held or their individual title. In addition, any *logos* on these panels shall not reference the office held or political party.



Descriptive Terms

If necessary to identify an individual as different from another same-named individual, the panel may display a single, descriptive term. All such terms must be approved by the Statewide AAH Coordinator on a case-by-case basis.

PANEL RULES FOR CLUBS, COMMITTEES, AND ORGANIZATIONS

Organizational logos (except for political party logos) are permitted on recognition panels. Logos must be the symbol or trademark commonly used by the organization. Logos must be legible to passing motorists. If the logo is not compliant with color restrictions, the logo’s colors must be altered. Slogans, even if there are trademarked, are not acceptable.

* Victims of DUI accidents may qualify for the Victims Memorial Sign Program offered by Caltrans Traffic Operations. For more information, refer to: <http://www.dot.ca.gov/hq/traffops/signtech/signdel/victims.htm>



Addition of Community Names

If necessary to identify an organization as different from another same-named organization, the panel may indicate the community name. If an organization can be uniquely identified by a number, such as a troop, club, or post number, then the addition of the community name is not acceptable. Street names are not permitted on panels for clubs or organizations.

Veterans of Foreign Wars Post 2498	Veterans of Foreign Wars Turlock	Scrapbookers Anonymous Turlock
Acceptable	Not Acceptable (Troup Number Exists)	Acceptable (If more than once exists)

Staffs of or Committees for, Political Candidates, Elected Officials, and Appointed Officials

Political action committees or staffs of elected officials, appointed officials, or political candidates may not reference the office held or individual title. Appropriate recognition may include the elected official's name and/or recognition of their staffs or volunteers. Examples include "Friends of John Smith," "John Smith and Friends," "Staff of John Smith," etc. In addition, *logos* on these panels shall not reference the office held or political party.

Friends of Jane Doe	Friends of Senator Jane Doe	 Committee to Re-elect Jane Doe
Acceptable	Not Acceptable	Not Acceptable

However, a panel displaying just the words, "Young Republicans," would be acceptable because it does not reference an office held or the title of a political individual. In addition, groups like Young Republicans would be considered clubs or organizations, not political action committees.



PANEL RULES FOR BUSINESSES AND CORPORATIONS

Corporate logos are permitted on recognition panels. Logos must be the symbol or trademark commonly used by the business. Logos must be legible to passing motorists. If the logo is not compliant with color restrictions, the logo's colors must be altered. Slogans, even if there are trademarked, are not acceptable.

Addition of Community Names or Streets

If necessary to identify a business as different from another same-named business, the recognition panel may indicate the community name. If two same-named business are located in the same community, the panel may indicate the street name (not the address) of the business providing the service. Use of both the community name and street name is not permitted.



Acceptable



Acceptable



Not Acceptable

Business Names That Include Community or Street Names

Community or street names that are an established and integral part of the participant's business or company name are acceptable. Examples include "Sacramento Signs" and "First Street Pharmacy."

Business Names That Include Products

Product names that are an established and integral part of the business or company name are usually acceptable. For example, names such as "Burger King" or "Ace Hardware" would be acceptable. Recognition of alcohol, tobacco, or pornographic product names are not permitted under any circumstance. This includes generic terms, such as "cigarettes" and "beer." However, recognition of tourist related winery and brewery facilities is acceptable.



Acceptable



Not Acceptable

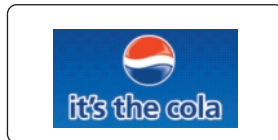


Slogan and Product Names within Logos

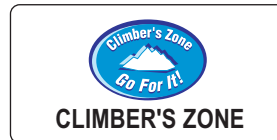
Beginning April 1, 2006, slogans and product names that are adjacent to logos, even if they are included as part of a trademark, are not permitted. Slogans and product names that are an established and integral part of the logo graphic will be considered on a case-by-case basis.



Not Acceptable



Not Acceptable



Exception May Be Granted

Parent Companies and Subsidiaries

Parent companies that own several businesses can display the name of a subsidiary on their panel. Note: Fictitious business name statements cannot be used for business name verification, but they may be used to verify the relationship between a parent company and a subsidiary.

Displaying Logos of Multiple Franchises

Increasing numbers of business owners are combining two or more franchise operations at the same location. For example, Ned Smith has a business license under the name of Ned's Gas Stop. Ned also owns franchises for 76 gasoline and Taco Bell and he operates both franchises at Ned's Gas Stop. Ned can display both the 76 and Taco Bell logos on his panel along with the words, Ned's Gas Stop.

Shared Adoptions

Recognition panels for shared adoptions can recognize both Permittees on the same sign regardless of whether one or two permits are issued.



Web-Based Organizations and Businesses

Entities that operate exclusively on the Internet and whose legal business or organizational name is the same as their web address' domain name, may be permitted to display the business name portion of their domain name on their recognition panel.



For example, AutoMall.com would be acceptable panel text because:

- AutoMall.com is an Internet-based business. (There are no physical, AutoMall car lots.)
- AutoMall.com is the domain name in the web address of their home page.
- AutoMall.com has submitted a business license proving that their business name is the same as their domain name.

Coordinators must carefully examine web sites to ensure that they operate exclusively on the Internet. If the site lists the address of a meeting location or a location where customers can obtain goods or services, then the organization would be disqualified from using their domain name as panel text.

Coordinators must carefully examine web sites to ensure that they operate exclusively on the Internet.

Coordinator's must also examine all web sites for appropriate content. All previously-mentioned product name restrictions apply to domain names. In addition domain names of web sites containing sexually-explicit text or images or that advocate violence or violation of the law will not be permitted on recognition panels.

Acronyms

Domaine names that are acronyms of a business name are permitted. For example, SDGR.com would be permitted for an Internet business called StatewideDirectoryOfGourmetRestaurants.com.



Telephone Businesses

Entities that operate exclusively over the telephone and whose legal business or organizational name is the same as their phone number, may be permitted to display their phone number on their recognition panel. Such entities will be examined on a case-by-case basis and will be subject to the same verification rules and restrictions as web-based entities.

WHEN IN DOUBT ABOUT A PANEL'S ACCEPTABILITY

Determining whether or not panel contents and design meet requirements can be difficult. If in doubt, coordinators can:

- Refer to these guidelines.
- Ask for a copy of the company's business license to verify business name. Corporations and "S" corporations can be asked to submit copies of their articles of incorporation. A Certificate of Registration (issued by the Secretary of State) is acceptable verification for out-of-state web entities.

Fictitious business name statements cannot be used to verify a business name.

- Check the company's web site, business card, phone book listing, or store sign to verify that a logo is "commonly used."
- Use photo editing software to cut and paste proposed panel colors into sections to verify a 50% white background or 30% combined use of red, orange, and yellow.
- Reduce an image of the panel to a height of 1/2 inch to check for legibility.
- Seek a second opinion from other Adopt-A-Highway Coordinators.

Ask for a copy of the company's business license to verify business name.





ADOPT-A-HIGHWAY

Recognition Panel Installation

Recognition panels are usually installed by Department personnel, however, Districts may allow contractors to install panels. In addition, if a District is unable to install panels within 30 days, Districts **must** allow the Permittee's contractor to install them. Subcontracting is not permitted. Permission for panel installation must be requested via the Adopt-A-Highway Permit Application. Permission is authorized via the Contractor's Encroachment Permit.

Contractors who fail to comply with the following rules will no longer be permitted to install panels in the District where the violation occurred.

Before Beginning Work

- Recognition panel installation must be specifically requested on the AAH Application and authorized on the contractors Encroachment Permit.
- The contractor must submit an accurate, scaled, and colored proof of their panel design to the District AAH Coordinator for approval prior to its manufacture and installation.
- Panels may not be installed until a safety orientation for the specific AAH site takes place.
- The contractor must have an AAH panel installation order in hand when performing the work.

If the Following Conditions Cannot Be Met, Do Not Begin Work

- Contractors may only install panels on the new-style, single post AAH signs.
- The panel replacement must take less than 10 minutes to complete.
- Work shall not be performed on or within six feet of any traffic lane. Work vehicles must be parked a minimum of six feet from any traffic lane.

Work Procedures

- Contractors must abide by all general safety procedures listed in the Encroachment Permit Special Provisions while working on the State's right of way. In addition:
- Contractors should avoid standing behind their work vehicle and exiting/entering the vehicle from the traffic side.
- A minimum of two (2) workers must be on site. One employee shall be assigned as a lookout while the employee(s) replacing the panel is working with their back facing traffic.
- When removing the old panel, the rivets must be drilled out, not knocked off with a hammer or other tool which may cause damage to the sign.
- The new panel must be riveted to the sign, never attached by adhesives or nuts and bolts.
- The panel shall be attached to the sign utilizing the predrilled holes in the panel. If the panel is not predrilled, the contractor must request a predrilled panel from Caltrans to use as a template. A minimum of four, 3/16" aluminum rivets should be used.
- Panels that have been supplied by Caltrans are State property. At the District's discretion, panels can be given to the adopter or they can be returned to the local Caltrans maintenance station for reuse or disposition.

Recognition Panel Design Guidelines

Although there is advertising value inherent in Adopt-A-Highway signs, they are not a forum for advertising or public discourse. Their purpose is to identify and recognize who is contributing the adoption service. Therefore only the name and/or logo of the adopter may be displayed.

The name on a recognition panel must be the same as the “Organization/Business Name” shown on the Adopt-A-Highway Permit Application.



- **Logos:** Only logos that are the symbol or trademark commonly used by an organization or business are permitted.
- **Decorative Type:** Decorative type styles are not permitted. Group names must be displayed in plain, sans-serif lettering such as Helvetica or Arial.
- **White Background Required:** Recognition panels must have a reflective white background comprising at least 50% of the panel. (The area covered by the name and/or the logo cannot exceed 50% of the panel.) Panel design must allow for white margins on all four sides of the panel. A 1-inch margin is required on small signs and a 2-inch margin is required on large signs. Margin area is counted toward the 50% white background requirement but white lettering is not.
- **Use of Colors Other Than Black:** Colors are permitted, however, the use of red, orange, or yellow (or any combination thereof) for logos and lettering shall not exceed 30% of the panel. Fluorescent, neon, reflective, or ‘dayglow’ colors may not be used on lettering or logos.
- **Same-Named Entities:** If necessary to identify a business or organization as different from another same-named business or organization, the panel may indicate the community name. If there is more than one same-named business in a community, the street name where the business is located may be displayed on the panel instead of the community name. If an organization can be uniquely identified by a number, such as a troop, club, or post number, then the addition of the community name is not acceptable. Street names are not permitted on panels for organizations.
- **Political Entities:** Panels may not reference an office held or an individual title. Appropriate recognition may include the elected officials name and/or recognition of their staffs or volunteers. Examples include “John Smith and Friends,” “Staff of John Smith,” etc.
- **Memorials:** Memorial panels are not permitted, however, “Friends of Mary Jones” would be acceptable.
- **Alcohol and Tobacco Products:** Recognition of alcohol or tobacco products is not permitted under any circumstance, but recognition of tourist-related winery and brewery facilities is acceptable. In addition, recognition of enterprises that provide sexually-explicit materials or services will not be permitted.
- **Web-Based Entities:** Only entities that operate exclusively on the Internet and whose legal business or organizational name is the same as their Internet domain name are permitted to display their domain name on their recognition panels.

In all circumstances, the items to be displayed on recognition panels are solely determined by Caltrans. A complete copy of Adopt-A-Highway “Sign Restrictions and Controls” can be downloaded from our web site: <http://adopt-a-highway.dot.ca.gov>.

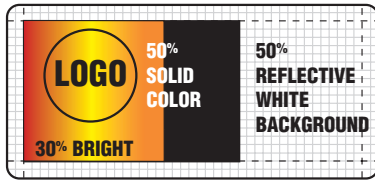
3 INCH
4 INCH
5 INCH

Light
Color



Remember, to a passing motorist, panels will appear less than 1/2 inch tall. For best readability, choose dark colors for lettering and use the largest-possible type size and/or logo size.

LARGE SIGNS (Freeways)



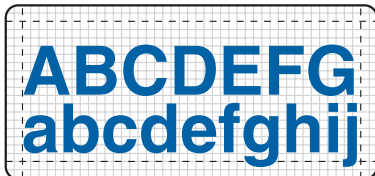
- Panel size is 45" x 21".
- Image area after 2" margin is 41" x 17".
- Minimum letter height is 3".
- Logos should be at least 12" tall.



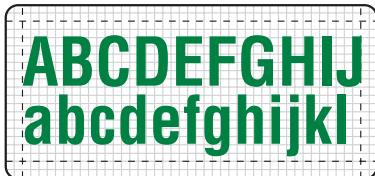
3" TYPE
15 Capital Letters
19 Lower Case Letters



3" CONDENSED
18 Capital Letters
23 Lower Case Letters

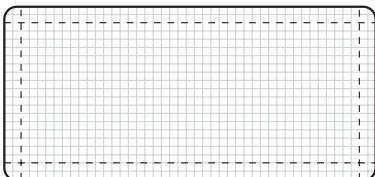
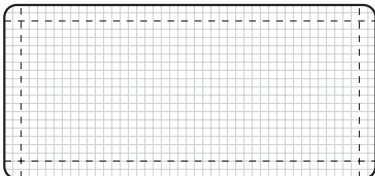


5" TYPE
7 Capital Letters
10 Lower Case Letters



5" CONDENSED
10 Capital Letters
12 Lower Case Letters

Try Out Your Ideas!



SMALL SIGNS (Conventional Highways)



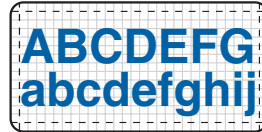
- Panel size is 30" x 15".
- Image area after 1" margin is 28" x 13".
- Minimum letter height is 2".
- Logos should be at least 8" tall.



2" TYPE
15 Capital Letters
19 Lower Case Letters



2" CONDENSED
18 Capital Letters
22 Lower Case Letters

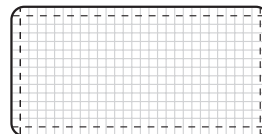
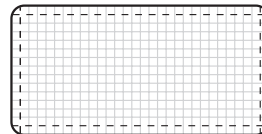
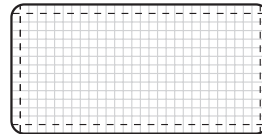


4" TYPE
7 Capital Letters
10 Lower Case Letters



4" CONDENSED
9 Capital Letters
12 Lower Case Letters

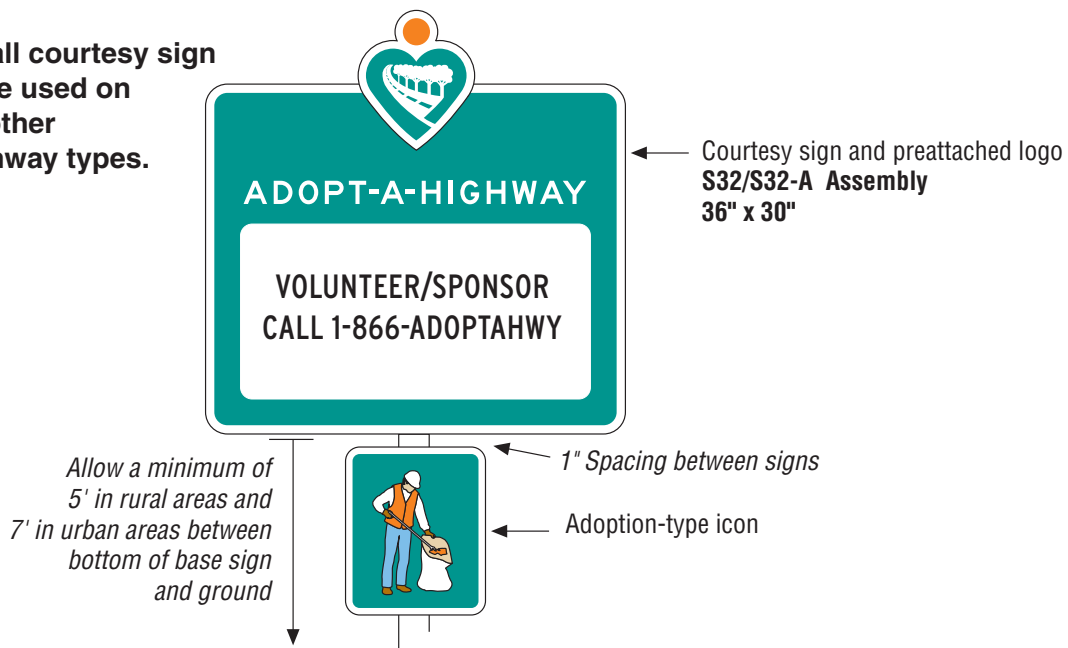
Try Out Your Ideas!



**Large courtesy sign
to be used on access-controlled
highways (freeways).**



**Small courtesy sign
to be used on
all other
highway types.**



Adopt-A-Highway Sign Assembly



S32/S32-A Assembly
54" x 42"



S32/S32-A Assembly
36" x 30"

Adopt-A-Highway Base Sign (For Replacement Purposes Only)



S32 54" x 42"



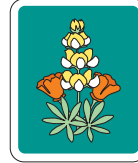
S32 36" x 30"

Adoption-Type Icons

(Same Size Used For Both Base Sign Sizes)



LITTER
REMOVAL
S32-1
15" x 18"



WILDFLOWER
PLANTING
S32-2
15" x 18"



TREE AND
SHRUB PLANTING
S32-3
15" x 18"



GRAFFITI
CONTROL
S32-4
15" x 18"



VEGETATION
CONTROL
S32-5
15" x 18"

Recognition Panels



S32B 45" x 21"



S32B 30" x 15"

Adopt-A-Highway Logo

(For Replacement Purposes Only)



S32-A 15" x 18"



S32-A 10" x 12"

NOTE: Mission Bell adoptions continue to use the old-style, S16-8 sign.